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## FACSIMILE TRANSMITTAL

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**MAIL STOP** : Amendment

**FROM** : Gregory S. Smith

**EXAMINER** : COBURN, Corbett B.

**Faxing DATE**: October 31, 2005

**FACSIMILE** : (571) 273-8300

**LAVA GROUP FILE #**: 01003.1010

**SUBJECT**: Application Serial No 10/689,407 Filed October 20, 2003

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### This Transmission Includes the Following Items

Item being transmitted	Pages
<input checked="" type="checkbox"/> Transmittal	1
<input checked="" type="checkbox"/> Response to Office Action	14
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<b>Total Pages Including Cover Sheet</b>	<b>16</b>

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COMMENTS:

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PTO/SB/21 (09-04)

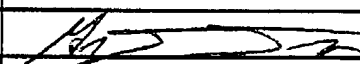
Approved for use through 07/31/2006. OMB 0651-0031

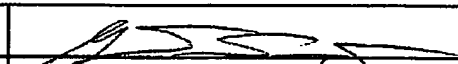
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/689,407	
	Filing Date	October, 20, 2003	
	First Named Inventor	JOHSON, Sam	
	Art Unit	3714	
	Examiner Name	COBURN, Corbett	
Total Number of Pages in This Submission	15	Attorney Docket Number	01003.1010

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks: _____		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	Smith Frowhwein Tempel Greenlee Blaha, LLC		
Signature			
Printed name	Gregory Scott Smith		
Date	October 31, 2005	Reg. No.	40,819

CERTIFICATE OF TRANSMISSION/MAILING	
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:	
Signature	
Typed or printed name	Gregory Scott Smith
Date	Oct 31, 2005

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:  
**JOHNSON, Sam**Serial No.:  
**10/689,407**Filed:  
**October 20, 2003**Title: **CLOSED-LOOP SYSTEM FOR  
DISPLAYING PROMOTIONAL  
EVENTS AND GRANTING  
AWARDS FOR ELECTRONIC  
VIDEO GAMES**

§ Confirmation Number:

§ **2572**

§ Group Art Unit:

§ **3714**

§ Examiner:

§ **COBURN, Corbett B.**

§ Atty. Docket Number:

§ **01003.1010**

§

**RESPONSE TO OFFICIAL ACTION**

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Mail Stop Non-Fee Amendment  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

To the Office:

Applicant's attorneys are now in receipt of an Official Communication from the USPTO that was mailed on July 29, 2005. At the issuance of the Official Communication, claims 1-27 were pending with the Office setting forth rejections for claims 1-10 and maintaining a restriction on claims 11-27. In this response, we amend the specification to correct informalities, amend claim 1 to more precisely state the invention, and present arguments in support of the allowance of the claims as presented.